

Benton County
Quit Line Data Summary
 July 1 - December 31, 2005

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 191	N = 10,345
Percent of Statewide Calls	2.3%	100.0%
Percent of State Population in County¹	2.4%	100.0%

	<u>County %</u>	<u>State %</u>
Gender	N = 189	N = 8,891
Female	64.6%	61.8%
Male	35.4%	38.2%
Race/Ethnicity	N = 178	N = 8,013
People of Color	13.5%	15.6%
White	86.5%	84.4%
Age	N = 186	N = 8,649
Less than 18 years old	1.6%	1.3%
18 - 24 years old	22.6%	19.4%
25 - 34 years old	27.4%	26.5%
35 - 44 years old	19.9%	20.8%
45 years and older	28.5%	32.0%
Education	N = 178	N = 8,130
Did not graduate high school	20.8%	19.0%
High school graduate	41.0%	37.4%
Some college/vocational school	28.1%	32.3%
College graduate	10.1%	11.2%
Caller Type	N = 190	N = 9,433
General Information	2.6%	6.8%
Health care provider	1.6%	2.2%
Tobacco user	95.8%	91.0%
Payer Type	N = 169	N = 7,657
Insured	39.1%	36.8%
Uninsured	33.1%	37.2%
Medicaid	27.8%	26.0%
Heard About	N = 150	N = 7,244
Past caller ²	9.3%	7.1%
Employer/worksites	4.0%	2.2%
Health care provider	21.3%	25.0%
Television	7.3%	6.6%
Outdoor advertisement (billboard/bus/wall)	0.0%	2.4%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.1%
Radio	4.0%	4.2%
Newspaper/Magazine	0.7%	1.2%
Brochure/Newsletter	5.3%	7.7%
Family or friend	44.0%	36.5%
Health Department	4.0%	5.6%
School	0.0%	1.4%

Source: Washington State Department of Health
 Tobacco Prevention and Control
 Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

² Data not available for Oct-Dec 2005

* Rate not calculated because number of calls was less than 5.